

ABSTRACT OF THE DISCLOSURE

The present invention relates to a method for generating a multimedia user profile, and a multimedia search and browsing method using the user profile,
5 which is capable of displaying search items in order of higher user preference to the ordering criteria of the search item that the user prefers, and searching and browsing a multimedia object using the search items displayed according to the user preference. The present invention can be adapted to multimedia service systems such as a digital VTR (Video Tape Recorder), a VOD (Video On Demand),
10 an AOD (Audio On Demand), and an Internet. In addition, the user profile for searching and browsing the multimedia according to the present invention can create an environment that a user can perform a convenient and easy method of searching and browsing the user-desired multimedia object according to the user preference.